I CLAIM:

1. In a method that includes:

presenting a physical object to an optical sensor;

discerning from optical sensor data an identifier associated with the object;

5   transferring the identifier to an indexing system; and

determining from the indexing system an internet address corresponding to said

object;

an improvement comprising:

sending user data to a master system, the user data providing information

10   related to user location

at said master system, identifying an indexing system close to the user; and

transferring said identifier to said identified indexing system.